

AMENDED IN SENATE AUGUST 13, 2012
AMENDED IN ASSEMBLY MARCH 21, 2012
CALIFORNIA LEGISLATURE—2011–12 REGULAR SESSION

Assembly Concurrent Resolution

No. 99

Introduced by Assembly Member Fuentes

February 6, 2012

Assembly Concurrent Resolution No. 99—Relative to ~~National Coupon Month~~; *the Great Wall of Los Angeles*.

LEGISLATIVE COUNSEL'S DIGEST

ACR 99, as amended, Fuentes. ~~National Coupon Month~~. *The Great Wall of Los Angeles*.

This measure would recognize ~~September 2012 as National Coupon Month and would acknowledge the value of coupons in achieving significant savings for California's consumers~~ *the importance of the Great Wall of Los Angeles to the people of California and would request that the Department of Transportation erect informational signs on State Highway Route 170, in the County of Los Angeles, directing motorists to the Great Wall of Los Angeles, consistent with the signing requirements for the state highway system and upon receiving donations from nonstate sources sufficient to cover the cost.*

Fiscal committee: ~~no~~-yes.

- 1 WHEREAS, *The one-half-mile long mural referred to as the*
- 2 *Great Wall of Los Angeles and its adjoining viewing trails and*
- 3 *parks are a public monument depicting the stories, from the*
- 4 *prehistoric era through the 1950s, of California's diverse ethnic*

1 groups who have historically been underrepresented in public
2 monuments and historical markers; and

3 WHEREAS, *The Great Wall of Los Angeles* is a mural that began
4 during the Civil Rights era of the 1970s and 1980s by distinguished
5 University of California, Los Angeles (UCLA) Professor and
6 cofounder of the Social and Public Art Resource Center (SPARC),
7 Judith F. Baco, as part of an effort by the United States Army Corp
8 of Engineers to construct a concrete arroyo in an attempt to control
9 the flooding of the Los Angeles River. The expansive concrete
10 walls provided a blank canvas for artists and community
11 volunteers; and

12 WHEREAS, *The Great Wall of Los Angeles* is recognized as a
13 seminal work of public art created during California's Chicano
14 Mural Art Renaissance, the participants of which highlighted the
15 rich, ethnic diversity of California; and

16 WHEREAS, *The Great Wall of Los Angeles* is considered a
17 cultural icon and a tourist destination for local, regional, national,
18 and international visitors; now, therefore, be it

19 RESOLVED BY THE ASSEMBLY OF THE STATE OF
20 CALIFORNIA, THE SENATE THEREOF CONCURRING, *That*
21 *the Legislature recognizes the importance of the Great Wall of*
22 *Los Angeles to the people of California, and requests that the*
23 *Department of Transportation erect informational signs on the*
24 *southbound portion of State Highway Route 170 leading to the*
25 *Burbank Boulevard exit, and the northbound portion of State*
26 *Highway Route 170 leading to the Burbank Boulevard exit, in the*
27 *County of Los Angeles, directing motorists to the Great Wall of*
28 *Los Angeles, consistent with the signing requirements for the state*
29 *highway system and upon receiving donations from nonstate*
30 *sources sufficient to cover the costs; and be it further*

31 RESOLVED, *That the Chief Clerk of the Assembly transmit*
32 *copies of this resolution to the Department of Transportation and*
33 *to the author for appropriate distribution.*

34 ~~WHEREAS, According to the U.S. Mid-Year 2011 Consumer~~
35 ~~Packaged Goods Coupon Industry Facts Report, in total, consumers~~
36 ~~saved \$2 billion in the first six months of 2011 by using coupons;~~
37 ~~and~~

38 ~~WHEREAS, In the first half of 2011, coupon redemption volume~~
39 ~~reached \$1.75 billion, a moderate 2.9 percent increase compared~~
40 ~~to the first half of 2010; and~~

1 WHEREAS, The average face value of coupons in the first half
2 of 2011 was up 5.4 percent to \$1.57 billion compared to \$1.49
3 billion for the first half of 2010; and

4 WHEREAS, Consumer packaged goods (CPG) manufacturers
5 offered consumers \$485 billion in savings in 2010, representing a
6 13.9 percent increase over the prior year and 47.4 percent growth
7 compared to five years ago; and

8 WHEREAS, In 2010, marketers once again distributed more
9 CPG coupons than the prior year, reaching \$332 billion, the largest
10 single-year distribution quantity ever recorded in the United States,
11 exceeding the prior record set in 2009 by 6.8 percent; and

12 WHEREAS, CPG marketers continued to allocate the largest
13 share of coupons distributed, 89.6 percent, to the free-standing
14 insert (FSI) in the first half of 2011; and

15 WHEREAS, Sixty percent of consumers are becoming more
16 focused on the price of groceries as gas prices climb; and

17 WHEREAS, Seventy-six percent of consumers say their grocery
18 bills have increased up to \$50 weekly; 41 percent have seen a
19 weekly increase of \$20 to \$50, inclusive; and

20 WHEREAS, Phil Lempert, the Supermarket Guru®, indicates
21 that 93 percent of consumers have seen prices rise on items they
22 buy in the grocery store and are employing tactics to save money,
23 including 84 percent who are using coupons; and

24 WHEREAS, Eighty-four percent of consumers are eating out
25 less frequently to save money and 52 percent redeem coupons;
26 and

27 WHEREAS, Ninety-six percent of consumers said that they
28 would still use coupons if they struck it big in the lottery. This
29 reflects the value-oriented mindset that took root at the onset of
30 the recession. This learned behavior was shared by shoppers
31 whether their annual income was \$20,000 or over \$150,000; and

32 WHEREAS, Fifty-six percent of 13- to 17-year-olds use coupons
33 or coupon codes, according to the parents of these teens, who are
34 savers themselves. Teens, however, are using coupons and coupon
35 codes for items most important to them. For example, 25 percent
36 use coupons on clothing, 19 percent use coupons on entertainment,
37 and 18 percent use coupons for beauty care and grooming; and

38 WHEREAS, Seventy-seven percent of consumers say they use
39 the money they save with coupons on basic necessities, a
40 20-percent increase from the prior year; and

1 WHEREAS, Seventy-eight percent of consumers report using
2 coupons regularly, up 14.7 share points from prerecession levels;
3 and one-third said that they used more coupons in 2010 than the
4 prior year; and

5 WHEREAS, Once consumers adopt frugal habits, they quickly
6 discover that they like the feeling of saving money. Acceptance
7 of these new habits can be seen in the largest share of response for
8 increased coupon usage in the NCH Marketing Service, Inc.'s
9 2010 Annual Consumer Survey, 29.3 percent of consumers stated
10 they are using more coupons for the enjoyment of saving, an
11 increase of 11.7 share points over those stating that reason the
12 prior year; and

13 WHEREAS, Fifty-eight percent of consumers use cents-off
14 coupons received in the mail, newspapers, or magazines; and

15 WHEREAS, Seventy-five percent of consumers who consider
16 the Internet to be their primary advertising source are now using
17 coupons in newspaper inserts; now, therefore, be it

18 *Resolved by the Assembly of the State of California, the Senate*
19 *thereof concurring,* That the Legislature recognizes September
20 2012 as National Coupon Month and acknowledges the value of
21 coupons in achieving significant savings for California's
22 consumers; and be it further

23 *Resolved,* That the Chief Clerk of the Assembly transmit copies
24 of this resolution to the author for distribution.